



## **REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA**

Tuesday, October 25, 2016 – 2:30 p.m.  
Conference Room at Roswell City Hall  
425 N. Richardson Ave.

Committee Chair: Jim Fielding

Committee Members: Josh Ragsdale; Jill Cleveland; Stephanie Gerdts; Kerry Moore;  
Staff Coordinator: Janice Self

- A. Call to Order:**
- B. Roll Call:**
- C. Approval of Agenda:**
- D. Approval of Minutes:**
  - 1. Consider approval of the September 27, 2016 meeting
- E. Public Comments:**
  - 2. Public Participation on agenda items (limited to one minute per person)
- F. Regular / New Items:**
  - 3. Lodgers' Tax funding request – Historical Society for Southeast New Mexico On-going Awareness
- G. Other Business / Non-Action Items / Information Items / Reports:**
  - 4. Update of Event Status (Janice Self)
- H. Adjourn:**

Next Meeting: November 29, 2016

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 16-69.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

**Printed and Posted October 20, 2016**



# DRAFT

## MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, September 27, 2016

Regular Meeting 2:30 P.M.

**CALL TO ORDER AND WELCOME** – The regular meeting of the Occupancy Tax Board was called to order at 2:31 p.m. by Chairperson Jim Fielding.

### **ROLL CALL**

Members Present: Chair- Jim Fielding, Jill Cleveland, Kerry Moore, Josh Ragsdale

Members Absent: Stephanie Gerdt

Four of the five members of the board were present representing a quorum at the beginning of the meeting.

Staff Present: Janice Self, Lodgers' Tax Liaison; Monica Garcia, Finance Director; Elizabeth Stark-Rankins – Director of Administrative Services; Caleb Martinez – Marketing Coordinator

Others Present: Jacob Roebuck (Christmas Railway - Roebuck Entertainment)

**APPROVAL OF AGENDA** – Mr. Ragsdale motioned to approve the agenda. Ms. Cleveland seconded the motion. A voice vote was unanimous and the motion passed; Ms. Gerdt was absent.

**APPROVAL OF MINUTES** – Ms. Moore motioned to approve the minutes from the June 28, 2016 Occupancy Tax Board meeting. Ms. Cleveland seconded the motion. A voice vote was unanimous and the motion passed; Ms. Gerdt was absent.

For the record: Ms. Gerdt joined the meeting @ 2:34 p.m.

**PUBLIC COMMENTS** - None

### **REGULAR ITEMS (Action Items):**

3. **Lodgers' Tax Request** – Christmas Railway (Nov 25-27, Dec 2-4, 9-11, & 16-24, 2016)  
Mr. Jacob Roebuck of Roebuck Entertainment was there to present the request for \$9,600.00 (nine thousand six hundred dollars). Mr. Roebuck informed the Board of the Christmas experience for 18 days with light shows, music and a Santa Claus village. They have already placed a Facebook page and have advance ticket sales. The total capacity of the event is 18,000 and feel they will at least reach half capacity. Tickets are \$10 (ten dollars) for adults and \$7 (seven dollars) for children. Children three and under are free. Ms. Cleveland asked what the "other" in the marketing expenses stood for. Mr. Roebuck explained that this would be the billboard expense. Mr. Roebuck was asked where the billboard would be located and he informed the Board that there would be one in Roswell, one in Artesia and one in Carlsbad. The Board asked about the holiday shopping and were told merchandise not normally found in Roswell would be brought in and sold in the tented area. Mr. Ragsdale asked what the capacity



per night was. Mr. Roebuck stated that the nightly sell out would be 1000. The train would run every 15 minutes and tickets are available in advance, but same day purchase could be made if tickets were still available. A walking path and golf cart type vehicles would also be available for those who may need assistance. Mr. Ragsdale made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$9,600.00 (nine thousand six hundred dollars) on a reimbursement basis at 50% for eligible expenses be provided for this event. Ms. Moore seconded the motion. After some discussion about concerns that visitors from Artesia and Carlsbad spending the night and that this could grow into an annual event bringing visitors that would spend nights. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed.

4. **Lodgers' Tax Request – Adjust the Allocation of FY 2017 Budget for Visitor Promotion (Special Events requesting under \$25,000) in the amount of \$4,000 to the unallocated balance.**  
Ms. Self requested the adjustment and explained Mr. Bob Edwards of the Roswell Runners Club informed the Lodger's Tax that the Roswell Road Race series would not be requesting money in the fiscal year 2017. The Parks & Recreation department has taken over the runs, beginning with the Reindeer Run in December 2016. Ms. Cleveland made the motion to adjust the tentative amounts for the Visitor Promotion – Special Events Lodgers' Tax funding, by removing the funding for the Road Race Series in the amount of \$4,000 and placing it in the unallocated balance. Mr. Ragsdale seconded the motion. There was no discussion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed.
5. **Lodgers' Tax Request – Date change for November 2016 Occupancy Tax Board meeting.**  
Ms. Self presented the opportunity for the change of date of the November 2016 Occupancy Tax Board meeting due to the holidays. Members decided that at this time there are no conflicts in schedules. Ms. Cleveland made the motion to keep the November 29, 2016 date as the scheduled date of the Occupancy Tax Board meeting. Mr. Ragsdale seconded the motion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed.
6. **Lodgers' Tax Request – Date change for December 2016 Occupancy Tax Board meeting.**  
Ms. Self presented the opportunity for the change of date of the December 2016 Occupancy Tax Board meeting due to the holidays. Members decided that at this time there were several conflicts in schedules. Ms. Moore made the motion to reschedule the December 2016 Occupancy Tax Board meeting to Tuesday, December 13, 2016 at 2:30 p.m. in the Large Conference room at City Hall. Ms. Cleveland seconded the motion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, October 6, 2016 at 8:30 a.m.

#### **Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):**

7. **Thank you letter from Reflections & Recovery (Tour de Ocho Millas):**  
Ms. Self explained that although the reimbursement request and reports have not yet been submitted a thank you letter was received.
8. **Reimbursement Report and Event Reports update:**  
Ms. Self went over the update log and report for members. There were no questions.
9. **Lodgers' Tax DFA Reports for the 4<sup>th</sup> quarter 2016:**  
Ms. Self explained the report which is required by state statutes. There were no questions.

## **ADJOURN**

Mr. Fielding asked if there was any other business, being none Mr. Fielding requested a motion for adjournment.

Ms. Cleveland made the motion to adjourn and Ms. Gerdtz seconded the motion. A voice vote was unanimous and the motion passed.

Mr. Fielding stated that the next scheduled meeting of the Occupancy Tax Board is October 25, 2016.

The meeting was adjourned at 3:01 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and a copy of the update log may be requested through the City Clerk's office.

A copy of the Lodgers' Tax DFA 4<sup>th</sup> quarter 2016 report may be requested through the City Clerk's office.





**ROSWELL NEW MEXICO**  
**Occupancy Tax Advisory Board**  
**Tuesday, October 25, 2016 at 2:30 p.m.**  
**City Hall Conference Room**  
**425 N. Richardson – Roswell, NM 88201**

**ACTION REQUESTED:**

To recommend to the Finance Committee, Lodgers' Tax funding for the Historical Society for Southeast New Mexico On-Going Awareness Project – This is an on-going project for November 2016 – June 2017.

**BACKGROUND:**

The Historical Society for Southeast New Mexico exists to educate visitors and the community about the city and rural life in and around Roswell during the late Victorian era. This On-Going Awareness project has been funded since at least 2010. Throughout the year the museum hosts educational programs as well as numerous events, school tours, & overnight commercial bus tours. The Historical Society for Southeast NM estimates 3500 attendees, including over 1700 from outside Chaves County. Brochures are also provided to Roswell Visitor Center, Chamber of Commerce, hotels, restaurants, other museums and throughout the community regularly.

**FINANCIAL CONSIDERATION:**

The requested funding is \$3,000.00.

- Visitor Promotions/Special Events
  - This item is budgeted for FY 2017

**LEGAL REVIEW:**

Not applicable.

**BOARD AND/or  
COMMITTEE ACTION:**

Not applicable.

**STAFF  
RECOMMENDATION:**

Not applicable.



## CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

### NAME OF EVENT:

Historical Society for Southeast New Mexico On-Going Awareness Project

### DATE(S) OF EVENT: On-going project

(application required 90 days prior to event)

### NAME OF ORGANIZATION APPLYING FOR FUNDING:

Historical Society for Southeast New Mexico

<b>DESCRIBE EVENT:</b> The Historical Society for SENM exists to educate visitors and the community about the city and rural life in and around Roswell during the late Victorian era. The museum offers exhibits from the turn of century to the 1950's. The exhibits now include a new media room. We utilize video, education, tours, brochures & maps to promote an overnight experience so guests can enjoy all aspects of Roswell especially the Historic District. We provide a walking/driving tour brochure with information on many of the Downtown Historic Homes and buildings. The Archive facility provides photos, manuscripts, books, birth and death records, etc. dating from the 1800s to authors, researchers, and historians. Throughout the year the museum hosts educational programs as well as numerous events, school tours, & overnight commercial bus tours.	
<b>LOCATION OF EVENT:</b> Roswell, New Mexico	
<b>HOW WILL YOU ADVERTISE AND MARKET THE EVENT?</b> We supply numerous different brochures to the Roswell Visitor Center, Roswell Chamber, hotels, restaurants, museums, throughout the community regularly. Seasonally, area radio and newspaper ads and fliers to promote upcoming events. We promote ourselves in the Educational Building at the Eastern NM State Fair and parade. We also have a website and a Facebook account (updated regularly) & we distribute information packets to over 1,000 fourth grade students and hundreds of bus tour participants annually.	
<b>HOW WILL ATTENDANCE AND ORIGIN BE MEASURED?</b> An account of visitors is kept in two registers, one in the Historical Museum and one in the Historical Society Archives Facility. The visitor statistics are published in our quarterly newsletter which is distributed throughout the USA.	
<b>ESTIMATED TOTAL # OF ATTENDEES:</b> 3550	<b>EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:</b> 1718
<b>HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY?</b> N/A	
<b>WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL?</b> 40- 50% %	
<b>WILL YOU HAVE A WEBSITE FOR YOUR EVENT?</b> www.roswellnmhistory.org	
<b>EVENT WEBSITE (if applicable):</b>	

### LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

**REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)**

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

**PAID receipts for eligible expenses must be turned in for reimbursement.**

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 3000.00

### IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

#### RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

<b>NAME (PRINT) OF APPLICANT MAKING REQUEST:</b> Amy D. Davis		
<b>SIGNATURE OF APPLICANT:</b>		
<b>(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP:</b> 200 North Lea Roswell, NM 88201		
<b>PHONE:</b> 575-622-8333	<b>CELL:</b> 575-915-4471	<b>E-MAIL:</b> historydirector@outlook.com
<b>DATE SUBMITTED:</b> 10-18-16	<b>90 DAYS? Y / N</b> N/A	<b>TO BE PRESENTED AT MEETING ON:</b> 10-25-16

➤ ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.

➤ PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.

➤ PLEASE **PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES** OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES

➤ MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

\* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016



NAME OF EVENT: <b>Historical Society for Southeast New Mexico On-going Public Awareness Project</b>
DATE(S) OF EVENT: <b>On-going project</b>
NAME OF ORGANIZATION: <b>Historical Society for Southeast New Mexico</b>

**PROPOSED ELIGIBLE EXPENSES:**

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT –OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	750.00	250.00	1,000.00	25
MAGAZINE		250.00	250.00	100
RADIO			0.00	
TELEVISION			0.00	
INTERNET	125.00	375.00	500.00	75
PRINTING (brochures, posters, cards)	1,000.00	1,000.00	2,000.00	50
MAILING			0.00	
T-SHIRTS (or other marketing items)			0.00	
SECURITY			0.00	
CLEAN UP (Sanitation)			0.00	
OTHER:	750.00	1,500.00	2,250.00	75
SUB TOTALS	2,625.00	3,375.00	6,000.00	

TOTAL ELIGIBLE EXPENSES: \$ 6,000.00 (50% = \$ 3,000.00)  
list the 50% or less as the amount requested on page 1.

**IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

**IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

**IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:**

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*



City of Roswell Lodgers Tax  
 Historical Society for Southeast New Mexico  
 On-going Public Awareness Project Proposed Advertising Budget

Project: An on-going awareness/publicity campaign for the Historical Museum and Archives Center for Southeast New Mexico, to develop interest in Roswell and its history through brochures, magazine ads, website, promotional items and educational programs and tours.

Magazine ads		\$500.00
Southwest Printers	brochures	\$2000.00
Newspaper		\$1000.00
Web service	annually/upgrades	\$500.00
USPS	postage	\$300.00
Office Max	paper for brochures/ink	\$400.00
Promotional items	calendars/mugs, book bags	\$400.00
<u>Web/internet promotions</u>	<u>video promotions</u>	<u>\$900.00</u>
		\$6000.00

## HISTORICAL SOCIETY FOR SOUTHEAST NEW MEXICO

### *Mission of the Society:*

*To assemble, preserve and interpret the history of Southeast New Mexico and to promote a great interest, understanding and appreciation of the area's past.*

**FINANCIAL REPORT**  
**Historical Society for Southeast New Mexico- On-Going Public Awareness Project**  
**FY 2016**

**1<sup>st</sup> Reimbursement Request (Oct.2015-Mar.2016)**

Blackbird Designs/ Web hosting	250.00
Roswell Daily Record/ Ads (Christmas Open House)	112.88
Roswell Daily Record/ Ads (Christmas Open House)	158.03
<u>Roswell Daily Record/ Ads (Sons of the Pioneers event)</u>	<u>337.42</u>
 TOTAL EXPENSES	858.33
50 % of Expenses	429.17 Check# 237391

**2<sup>nd</sup> Reimbursement Request (Mar. 2016- Oct. 2016)**

Blackbird Designs/Web hosting	26.25
Southwest Printers/ Posters (Heritage Dinner)	69.00
Southwest Printers/ Posters (Heritage Dinner)	17.25
Roswell Daily Record/ Advertising (Heritage Dinner)	474.08
Blackbird Designs/Web hosting	125.00
<u>Southwest Printers/ Fliers Brick Fundraiser</u>	<u>391.20</u>
 TOTAL EXPENSES	1102.78
50 % of Expenses	551.39 Check# 240286
  TOTAL EXPENSES	1961.11
50 % of Expenses	980.56





## VIDEO PRODUCTION AGREEMENT

### Videographer:

NAME DONOVAN FULKERSON  
ADDRESS PO BOX 2527  
ADDRESS ROSWELL, NM 88202

### Client:

NAME HISTORICAL SOCIETY FOR SENM  
ADDRESS 200 N. LEA  
ADDRESS ROSWELL, NM 88201

Videos will include: hours of preparation by Relicwood's team, scripts written based on the Historical Society's notes provided to team, equipment rentals, paid staff and other details as written below.

An introductory video for use on property of Historical Society of Roswell for visitors and on YouTube for advertising purposes. Video will include historical information about Roswell and the Society, interviews of key historians, historical photos/documents, classic and new videos of sites/people and other items to "tell the story".

This agreement is for the creation of an artistic professional video(s) including actual video footage of portions of events, interviews, editing of footage, splicing said footage, mastering of footage, applying a soundtrack, DVD creation, YouTube upload to videographer's page, etc. The hours of coverage are for actual time videographer is on site. Videographer will spend many hours before and afterward developing the video and is included in price.

### Products:

PO 2689<sup>50</sup> 2-1-16 #2001

Product \$5000 Up to 15 Minute Finished Documentary Style Introduction to the Historical Society of Roswell with anticipated completion August 2016

Total Contract Price (including NM sales tax 0.075%): \$5375.00

This agreement is between the Client, whose name and address is listed above, and **RELICWOOD MEDIA, LLC.**

- 1. Retainer and Payment.** The Client shall make a non-refundable retainer to the Videographer to perform the services specified herein. The retainer shall be equal to 50% of the total service charge. Upon payment of retainer, Videographer will reserve the time and date agreed upon by both parties.



## VIDEO PRODUCTION AGREEMENT

### Videographer:

### Client:

NAME Donovan Fulkerson

NAME \_\_\_\_\_

ADDRESS PO Box 3527

ADDRESS \_\_\_\_\_

ADDRESS Roswell, NM 88202

ADDRESS \_\_\_\_\_

Video will include: hours of preparation by Relicwood's team to edit a commercial length spot for promotional purposes using footage created for the extended visitors video

This agreement is for the creation of an artistic professional video including actual video footage of portions of events, interviews, editing of footage, splicing said footage, mastering of footage, applying a soundtrack, DVD creation, YouTube upload to videographer's page, etc. The hours of coverage are for actual time videographer spends editing said video. Videographer will spend many hours before and afterward developing the video and is included in price.

### Products:

Product \$ 750 Up to 1 Minute Finished Documentary Style (Commercial Edit)  
Introduction to the Historical Society of Roswell with anticipated completion August 2016

Total Contract Price (including NM sales tax 0.075%): \$806.25

This agreement is between the Client, whose name and address is listed above, and **RELICWOOD MEDIA, LLC.**

- 1. Retainer and Payment.** The Client shall make a non-refundable retainer to the Videographer to perform the services specified herein. The retainer shall be equal to 50% of the total service charge. Upon payment of retainer, Videographer will reserve the time and date agreed upon by both parties.
- 2. Pre-Shoot Consultation.** The Client agrees to a pre-shoot consultation. The consultation shall work to finalize the schedule, locations and Client's particular requests.
- 3. Cancellation.** If for any reason Client cancels this contract before the shoot date(s), Videographer shall keep the retainer. All cancellations must be made in writing and signed by all contracted parties. If Client fails to supply written cancellation or cancels within thirty (30) days of the contracted date, Client shall be required to pay the full balance of the contract.

EVENT HISTORY      Historical Society for Southeast New Mexico On-Going Awareness Project

FY	2010	2011	2012	2013	2014	2015	2016	2017	Total Paid
OTB Date	7/28/2009	8/3/2010	7/26/2011	7/24/2012	7/30/2013	8/26/2014	9/29/2015	10/25/2016	
Event Date(s)	on going	on going	on going	on going	on going	on going	on going	on going	
Requested Amount	3,200.00	3,500.00	3,500.00	2,500.00	2,500.00	2,500.00	2,500.00	3,000.00	
Granted Last FY	2,000.00	2,000.00	2,800.00	2,500.00	2,500.00	2,500.00	1,914.44	2,500.00	
Budgeted FY	2,000.00	200.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,000.00	
OTB Rec	2,000.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00		
FIN Rec	2,000.00	2,800.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00		
Council Rec	2,000.00	2,800.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00		
Paid Out	2,000.00	2,800.00	2,500.00	2,500.00	1,029.35	1,914.44	980.56		13,724.35

Comments:



## **2016 EVENT INFORMATION:**

**Historical Society for Southeast New Mexico:  
Fiscal year 2016**

**Awarded Amount: \$2,500.00      Reimbursed Amount: \$980.56**

1. Financial Report
2. Newsletter copies featuring Visitor Statistics for visitor survey information

**FINANCIAL REPORT**  
**Historical Society for Southeast New Mexico- On-Going Public Awareness Project**  
**FY 2016**

**1<sup>st</sup> Reimbursement Request (Oct.2015-Mar.2016)**

Blackbird Designs/ Web hosting	250.00
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# Facts & Traditions

Published by the Historical Society for Southeast New Mexico, Inc. February 2016

200 N. Lea Avenue, Roswell, NM 88201 Phone: 622-8333

## Mission of the Society

To assemble, preserve and interpret the history of Southeast New Mexico and to promote a greater interest, understanding, and appreciation of the area's past.

## 2016 Officers

Pres. Elaine Mayfield

Vice Pres. Travis Ackerman

Trea. Cathy Mendiola

Sec. Janice Dunnahoo

## Board of Directors

Judie Alsop

Jane Nunez Anglin

Jennifer Cole

Donald Daugherty

John Drusedum

Jason Garcia

Aaron Holloman

Kaarina Jager

Joyce Ware

## Museum Staff

Amy McVay-Davis,

Executive Director

Janice Dunnahoo,

Chief Archivist

[www.roswellnmhistory.org](http://www.roswellnmhistory.org)

follow us on Facebook,

Historical Society for SENM

## Elvis was in the Building

If I could write a book, "These are a few of my favorite things" certainly the holiday season here at the Historical Society and "THE ELVIS FLEMING EVENT" rank at the top. This season we had an amazing Christmas Open House—and then the torrential snow made for some challenging days throughout Roswell, but some of the most beautiful snowcap pictures the Historical Museum has ever seen.

Now for my most special feature, my most fond moment since I have been here at the Historical Society (by the way going on three years)... "THE ELVIS FLEMING EVENT". I have had many fond memories in my life but this will rank at the top of my list having the honor and privilege to celebrate just some of Elvis's many accomplishments. As many of you know, I can't just throw a simple little party; however, this particular event was truly worth celebrating in a big way. It would take years to mention his achievements and accomplishments... books, articles, awards, songs written, students impacted, archives established, archive building completed, etc.... but it was worth the attempt, and quite frankly I think we did a darn good job of it. From 106.5 talk radio doing a feature I believe 3 days the week prior, to Pioneer Bank flashing Elvis's great picture on the marquis, to being on the front page of the Roswell Daily Record to the finale of a wonderful day of celebration on Sunday, January 31st, 2016. The good times kept a-rollin'. The actual event was emceed by none other than the John Lemay (as per Elvis's request) who began the procession by telling about the friendship and working relationship they shared. Then the Mayor's Proclamation was read by Caleb Grant, City Councilman, declaring "Elvis Fleming Day", followed by fond words and stories from Elvis's dear friends; Morgan Nelson and Mary Lou Glass. Elvis received his award from the Historical Society and the Historical Foundation, then he addressed the crowd, sharing some of his own humorous stories. He saved the best for last with his musical presentation *The Ballad of Billy Matthews* accompanied by his dear friend Tina Williams. At the conclusion of the program, the Archive room (which Elvis helped get built) was full of Elvis's dear friends such as Roger Burnett, students, his church family and pastor, volunteers from the Historical Society and Foundation, and media. Elvis wore himself plum out and his lovely wife Menza was able to be right by his side.

THANK YOU ELVIS FLEMING FOR ALL THAT YOU HAVE DONE NOT ONLY FOR THE HISTORICAL SOCIETY AND ROSWELL, NEW MEXICO BUT THE WORK YOU CONTINUE TO DO!!!!!! (Haha we knew you couldn't stay away for long)

Thank you again to all who helped make the Elvis Fleming event possible including the Historical Foundation. Great things continue to happen at the Historical Society- with the Sons of the Pioneers event coming in March, School Tours right around the corner, and renovations on its final phase—here's to a great 2016!!!!!! The best is yet to come!

Blessings to you all,

*Amy McVay-Davis*





### Museum Volunteer Hours

Many hours have gone into renovation, school tours, and last but not least museum volunteers. Thank you to each and every one of you for making great things happen.

Karen Hamilton 12		
Roxie Moore 15	Karen Nelson 9	Bette Leadingham 7
Jane Anglin 44.25	Deanna Bozarth 3	Jean Maley 9
Peg Stokes 18	David Cox 5	Beth Hanson 2
Melanie Deason 18	Helen Cox 5	Joan Blodgett 6
Joyce McCollam 9	Larry Harrell 3	Linda Madrid 6
Ralph Tellez 4	Barb P. 2	Mimi des Cognets 6
Molly Cooper 10	Nancy Hardwick 4.5	Larry Connolly 9
Carol Oas 10	Rene McCoy 20	Susan Clem 9
Vivian Lochemes 48	MaryAnn Schranck 3	Simona Dominici 3
Liz McVay 9	Ed Leadingham 1	Jan Dunnahoo 24
Brittany Villegas 15	Janessa Williams 11	Judie Alsup 6.5
Judy Nine 9	Marra De Arcos 3	John Drusedum 2
Cassandra Sierra 2	JeanAnn Dunn 3	RHS History Club 5
Felix Rodriguez 5	Harry Rose 3	Mary Lou Glass 65
Monica Renteria 2	Billie Lang 3	George Escalante 73

### Archive Volunteer Hours

Archive volunteers work with historic documents, photos, maps and other ephemera. Tasks include filing, cataloguing, supervising visitors, assisting researchers, students and authors. A few hours per month is all it takes, and those hours make a great difference! There is always a need, no experience required. If interested in volunteering, please call 622-8333.

Thank you, Archive Volunteers!

Janice Dunnahoo 58	Barney Brumley 4
Susan Clem 24	Elvis Fleming 6
Bill Clem 2.5	Peggy Stokes 4.5
Beth Hansen 38.5	Larry Alsup 36.5

### Visitor Statistics

From November 1, 2015- February 1, 2016 we had 545 visitors here in the museum. Of those, 360 were locals and 185 were from out of town.

Countries represented: Australia, Slovakia, and Canada

States represented: Illinois, Oregon, New Hampshire, New Mexico, Utah, Virginia, Arizona, Arkansas, California, New York, Massachusetts, South Dakota, Indiana, Minnesota, Pennsylvania, North Dakota, Missouri, Texas, Oklahoma, Colorado, Ohio, Florida, Idaho, Michigan, Iowa, Tennessee, Wisconsin, Missouri

**THE BEST PLACE TO FIND A HELPING  
HAND IS AT THE END OF YOUR ARM  
VOLUNTEER!**

### Tributes & Memorials

A Memorial Tribute of Phyllis Sallee  
From Tim and Janice Dunnahoo

A Memorial Tribute of John Ratslaff  
From Tim and Janice Dunnahoo

A Memorial Tribute of Jim Bruin From Mary & Dick Maloney

A Memorial Tribute of Suzanne Jones-Tatum  
From Mary & Dick Maloney

A Memorial Tribute of Mr. Jimmie Johns  
From Mary & Dick Maloney

A Memorial Tribute of Sara H. McGee from Gabe Martin

A Memorial Tribute of Nancy Christy from  
Mary Lou & Wayne Glass

A Memorial Tribute of Bob Naylor  
from Mary Lou & Wayne Glass

A Memorial Tribute of James Johns  
from Mary Lou & Wayne Glass

A Memorial Tribute of Paul Dollahon  
from Mary Lou & Wayne Glass

A Memorial Tribute of Scott Harris  
from Mary Lou & Wayne Glass

A Memorial Tribute of Frances Jennings from Lea Rohr Fraser

A Memorial Tribute of Virgil Beagles  
From Ron and Marla Higginbotham

### Memorial Birthday Anniversary

You can honor a loved one or a special occasion, and enrich the lives of those who visit the museum and archives through a memorial gift of any amount. You may mail your donation in honor of a birthday, anniversary, memorial or any occasion, to 200 N. Lea, Roswell, NM 88201, or make your contribution by visiting our website, [www.roswellnmhistory.org](http://www.roswellnmhistory.org). If you have any questions, please call (575)-622-8333. These donations are acknowledged and listed quarterly in Facts & Traditions.

A Contribution is enclosed in the amount of \_\_\_\_\_

Send Acknowledgement To: \_\_\_\_\_

FOR: Memorial \_\_\_\_\_ Birthday \_\_\_\_\_ Anniversary \_\_\_\_\_ Other \_\_\_\_\_

In Memory of or in honor of \_\_\_\_\_

FROM: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_



# Facts & Traditions

Published by the Historical Society for Southeast New Mexico, Inc.  
200 N. Lea Avenue, Roswell, NM 88201 Phone: 622-8333

MAY 2016

## Mission of the Society

*To assemble, preserve and interpret the history of Southeast New Mexico and to promote a greater interest, understanding, and appreciation of the area's past.*

## 2016 Officers

Pres. Elaine Mayfield  
Vice Pres. Travis Ackerman  
Treas. Cathy Mendiola  
Sec. Janice Dunnahoo

## Board of Directors

Judie Alsup  
Jane Nunez Anglin  
Jennifer Cole  
Donald Daugherty  
John Drusedum  
Jason Garcia  
Aaron Holloman  
Kaarina Jager  
Joyce Ware

## Museum Staff

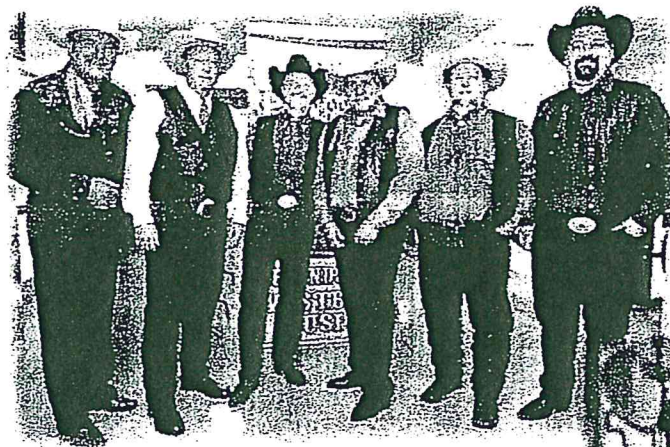
Amy McVay-Davis  
Executive Director  
Janice Dunnahoo  
Chief Archivist

[www.roswellnmhistory.org](http://www.roswellnmhistory.org)  
follow us on Facebook,  
Historical Society for SENM

## **HISTORICAL EVENT TO REMEMBER!!!!!!**

The Historical Society for Southeast New Mexico hosted the Sons of the Pioneers and Roy "Dusty" Rogers Jr. at the historical Pueblo Auditorium and it was a day to remember. Starting with the colors presented by The Roswell Youth Challenge, National Anthem led by Tom Blake, Historical Talk by Tommie Nallie & Roy "Dusty" Rogers Jr. and a concert to remember. Returning by popular demand, the Sons of the Pioneers put on a great show and Roswell was thrilled to welcome Dusty Rogers back to visit his birthplace;

having Dusty as part of the festivities was truly amazing. Pueblo Auditorium was full and most definitely a Historical Event to always remember.



Great things are happening at the Historical Society and there is never a dull moment. School tours at the Historical Society are always a thrill, taking 4<sup>th</sup> graders back in time. The Spring Membership Drive is still in full swing, renovations are coming right along with some great things in store, including a video production of the history of Roswell to help promote the rich past of the magnificent area. The Historical Society would truly appreciate your much needed donations to help support the future of the museum and Archives!



Blessings to you all, *Amy McVay-Davis*



### Museum Volunteer Hours

Vivian Lochemes 42	Susan Clem 9	Alejandro Olvera 4
Judie Alsop 24	Harry Rose 12	Natalie Vargas 5
John Hickman 12	Mimi des Cognets 9	Bessy Pacheco 6
Peggy Stokes 30	Judy Nine 12	Victor Campos 4
Melanie Deason 14	Larry Connolly 9	Travis Ackerman 3
Larry Alsop 5	Barney Brumley 2	Candy Gonzales 4
Brittany Villegas 8	John & Sharon Drusedum 6	Joan Blodgett 9
Karen Hamilton 16	Roxie Moore 24	Joyce McCollaum 9
Jane Anglin 36	Jean Maley 12	Alex Fortuna 3
Carol Oas 12.5	Billie Lang 9	Liz McVay 9
Molly Cooper 8.5	Karen Nelson 6	Linda Madrid 6
Felix Rodriguez 16	Jean Ann Dunn 9	Brisa Lopez 3
Betty Leadingham 25	Elizabeth Sarellano 12	

### School Tours Volunteer Hours

John & Sharon Drusedum 28	John Hickman 6	Judie Alsop 18
Felix Rodriguez 13	Sandy Bell 8	Larry Alsop 4
Victor Campos 2	Judy Nine 12	Kaarina Jager 16
Elizabeth Sarellano 13	Roxie Moore 13	Jane Anglin 16
Candy Gonzales 13	Melanie Deason 10	Mary Lou Glass 10
Bessy Pacheco 13	John Lemay 12	Margaret Lackey 24
Natalie Vargas 2	Liz McVay 7	Bruce & Patty Evans 8
Alejandro Olvera 2	Carol Oas 6	Joyce McCollaum 6
Gynn Langford 8	Corey Mealand 4	Kara Sue Draper 4
Jean & Austin Maley 4		

### Archive Volunteer Hours

Archive volunteers work with historic documents, photos, maps and other ephemera. They file, catalogue, supervise visitors, and assist researchers, students and authors. A few hours per month is all it takes, and those hours make a great difference! There is always a need, no experience required. If interested in volunteering at the Arcives, please call 622-8333.

Thank you, Archive Volunteers!

Barney Brumley 24
Janice Dunnahoo 119.5
Elvis Fleming 11
Susan Clem 33
Peggy Stokes 2
Lacey Harrell 2.5
Larry Alsop 140.5
Beth Hansen 60.5
John Lemay 9

### Visitor Statistics

From February 1, 2016 to May 17, 2016 we had 1,418 visitors in the museum. Of those, 800 were locals and 618 were from out of town.

Countries represented: Canada, Spain, Mexico, Germany, Finland, and Ireland.

States represented: Texas, New Mexico, Illinois, South Dakota, Maine, Michigan, South Carolina, Kentucky, Alabama, Georgia, Iowa, California, Oregon, Missouri, Connecticut, New York, Arizona, Kansas, Colorado, Florida, Nevada, Wisconsin, Arkansas, Washington, Pennsylvania, North Carolina, Indiana, Louisiana, New Hampshire, Idaho, Wyoming, Maryland.

### Tributes & Memorials

Memorial in Memory of Frances Jennings  
From Lea Rohr Fraser

Memorial in Memory of Frances Jennings  
From Cindy Boswell

Memorial in Memory of Frances Jennings  
From Betty and Gordon Patton

Memorial in Memory of Frances Jennings  
From Kate Heath

Memorial in Memory of Frances Jennings  
From Bill & Laura Nelson

Memorial in Memory of Frances Jennings  
From Fred & Roxanne Yates

Memorial in Memory of Frances Jennings  
From Ronald & Cynthia Miller

Memorial in Memory of Frances Jennings  
From Theodore & Marianne White

Memorials in Memory of Frances Jennings

### Masahiko Ikeda

*The Historical Society for Southeast New Mexico wants to pay tribute to Masahiko Ikeda. He will truly be missed. Masahiko and Yugga resided for many years in the Historical Society Carriage House apartment and always did a wonderful job of keeping watch over the museum and always lending a helping hand.*

### Memorial Birthday Anniversary

You can honor a loved one or a special occasion, and enrich the lives of those who visit the museum and archives through a memorial gift of any amount. You may mail your donation in honor of a birthday, anniversary, memorial or any occasion, to 200 N. Lea, Roswell, NM 88201, or make your contribution by visiting our website, [www.roswellnmhistory.org](http://www.roswellnmhistory.org). If you have any questions, please call (575)-622-8333. All donations are tax deductible and listed quarterly in Facts & Traditions.

A contribution is enclosed in the amount of \$ \_\_\_\_\_

Send Acknowledgement To: \_\_\_\_\_

FOR: Memorial \_\_\_\_\_ Birthday \_\_\_\_\_ Anniversary \_\_\_\_\_ Other \_\_\_\_\_

In Memory of or in honor of \_\_\_\_\_

FROM: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_



# Facts & Traditions

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200 N. Lea Avenue, Roswell, NM 88201 Phone: 622-8333

AUGUST 2016

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### 2016 Officers

Pres. Elaine Mayfield

Vice Pres. Travis Ackerman

Trea. Cathy Mendiola

Sec. Janice Dunnahoo

### Board of Directors

Judie Alsup

Jane Nunez Anglin

Jennifer Cole

Donald Daugherty

John Drusedum

Jason Garcia

Aaron Holloman

Kaarina Jager

Joyce Ware

*Amy McFay Davis*

Executive Director

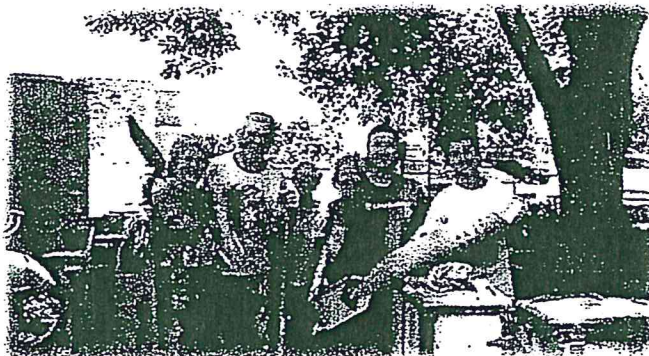
*Janice Dunnahoo*

Chief Volunteer Archivist

[www.roswellnmhistory.org](http://www.roswellnmhistory.org)

follow us on Facebook,  
Historical Society for SENM

## Hidden Treasures



It all started when Jane Anglin wanted to raise money to keep the Museum open (pay bills) and Mary Lou Glass wanted to do some Spring cleaning. Little did they know their two quests would become one and that

dozens of volunteers (including one man who happened to be walking by) would help re-discover a plethora of antiques that had been in storage for decades. Lots of dirt, dust and other debris had to be removed then each item had to be declared "sell" or "keep". As the cleaning progressed, Jane realized that an antique appraiser would need to be called in. It was suggested they also enlist the services of an auctioneer. After consulting with them (and a camera collector and saddle expert), the sorting process then became, "sell", "keep" and "auction".

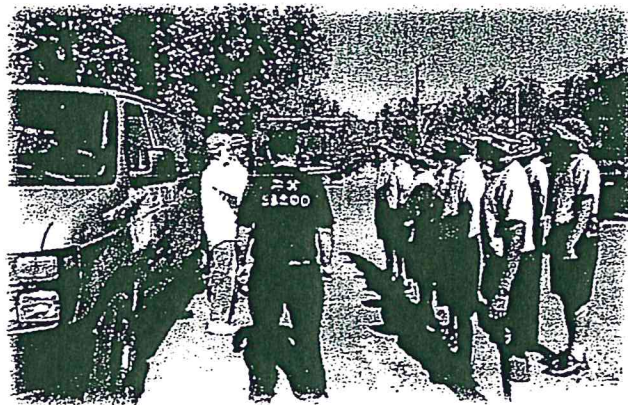
It took hundreds of volunteer-hours to remove heavy items from storage, clean and sort them, return to storage the "keep" and "auction" items and set aside the "sell" items for later pricing.

Bottom line: we got front page coverage in the Roswell Daily Record; people came from miles away to our sale; we gained some new memberships; new volunteers signed-up AND we made over \$5,000!

None of this would have been possible without the aid of our amazing volunteers! They are the backbone of the Society's existence! Volunteers are needed every day in dozens of different capacities. There is an opportunity for you! GREAT THINGS HAPPEN When WE ALL WORK TOGETHER!!!!

Blessings to you all,

*Amy McFay Davis*





## Museum Volunteer Hours

Vivian Lochemes 36	Dottie Lee 20	Margaret Lackey 5
Judie Alsup 48	Jim Crowl 3	Elders 22
John Hickman 6	Skylar Pierce 6	Logan Harrell 3
Peggy Stokes 15	Molly Pierce 6	Lacey Harrell 3
Melanie Deason 24	Harry Rose 6	Larry Hobson 2
Larry Alsup 22	Mimi des Cognets 6	Denise Koerber 16
Karen Hamilton 6	Judy Nine 13	Sera McKinney 16
Jane Anglin 151	Barney Brumley 3	EJ Ward 5
Carol Oas 6	Roxie Moore 12	Saddle Guy 3
Molly Cooper 6	Jean Maley 6	Natalie Vargas 5
Felix Rodriguez 25	Karen Nelson 9	Becsy Pacheco 26
Betty Leadingham 3	Elizabeth Sarellano 17	Travis Ackerman 6
Donna Birchell 3	Elaine Mayfield 6	Candy Gonzales 2
Georgianna Udell 3	Julie Teadt 6	Joan Blodgett 9
Martha Morrison 1.5	John Lemay 27	Joyce McCollum 11
George Velasquez 25	Mary Lou Glass 60	Liz McVay 29
Youth Challenge	Cameron Pruitt 4	Linda Madrid 9
Cadets 36	Cathy Mendiola 1	Paul 1
Janice Dunnahoo 6.5	Dallas Means 3	Guy walking by 3
Jennifer Cole 2	George Escalante 50	

## Archive Volunteer Hours

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Thank you, Archive Volunteers!

Barney Brumley 17
Janice Dunnahoo 93
Susan Clem 2
Lacey Harrell 3
Beth Hansen 30
Jim Crowl 37
Peggy Stokes 3
Larry Alsup 103
John Lemay 5

## Visitor Statistics

From May 18, 2016 to August 1, 2016 we had 752 visitors here in the museum. Of those, 389 were locals and 363 were from out of town.

Countries represented: Spain, Mexico, Australia, Great Britain, Ireland.

States represented: California, Texas, Missouri, Florida, South Dakota, Oregon, Iowa, Georgia, Alaska, Oklahoma, Illinois, Ohio, Colorado, Arizona, Kentucky, Kansas, Washington, New York, Indiana, Massachusetts, New Hampshire, Tennessee, Louisiana, Pennsylvania, Maryland, and of course New Mexico.

## Thank You!

A huge thank you to Shannon Batson who helped with the newsletter. Another example of an amazing volunteer seeing a need and doing what is necessary to fulfill it. Thank you again, Shannon!

## Tributes & Memorials

Memorial in Memory of Ed Kruse  
From Wayne & Mary Lou Glass

Memorial in Memory of Patricia Christenson  
From Wayne & Mary Lou Glass

Memorial in Memory of Julie Anderson Smith  
From Wayne & Mary Lou Glass

Memorial in Memory of Mrs. Howard Smith  
From Wayne & Mary Lou Glass

Memorial in Memory of Martha Murphy  
From Wayne & Mary Lou Glass

Memorial in Memory of Dr. Howard Smith  
From Wayne & Mary Lou Glass

Memorial in Memory of Martha Murphy  
From Mr. & Mrs. Phelps White III

Memorial in Memory of Ed Kruse  
From Mr. & Mrs. Phelps White III

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Send Acknowledgement To: \_\_\_\_\_

FOR: Memorial \_\_\_\_\_ Birthday \_\_\_\_\_ Anniversary \_\_\_\_\_ Other \_\_\_\_\_

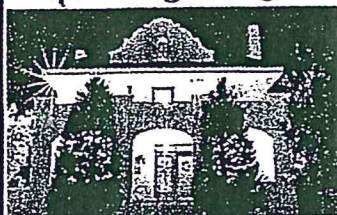
In Memory of or in honor of \_\_\_\_\_

FROM: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_



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